

TAKE ACTION

PREDICTABLE MISTAKES

Let's work through the five most predictable mistakes hosts make in their Airbnb listing and see which might apply to you.

MISTAKE #1

Do you bury the lead in your listing? Do the elements you try to highlight in your listing match the things guests rave about in your reviews? Are your best amenities obvious?

MISTAKE #2

Do you overwhelm potential guests browsing your Airbnb listing? Can guests get through your listing in a few focused minutes, or is there simply too much content?

MISTAKE #3

Have you left important things blank in your Airbnb listing? Is your own Airbnb profile blank or do you have less than 15 photos? Does it feel too sparse to book confidently?

MISTAKE #4

Have you accidentally embedded any red flags in your listing? Do you have subpar photography or have you come across as combative in responses to negative reviews?

MISTAKE #5

Have you made the set-it-and-forget-it mistake? How many months (or years) has it been since the last update? Can you clearly picture your listing in your mind?

RANKING

Time to rank these five predictable mistakes from 1 through 5. Which mistake seems most likely to be weighing down your listing? Which seems to apply to you the least?

SURPRISES

Did any of these mistakes surprise you? Are there any that you discovered you might be making that you thought were squared away? (If so, that's totally normal!)

NEW LENS

As you work through the upcoming course modules, what will you be on the look out for now that you've done this exercise? Which upcoming lessons excite you the most?